

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision 484799 /		Alt Order # 06226588
Product DEAN HELLER 4 SENATE		
Contract Dates 09/19/12 - 09/25/12		Estimate #
Advertiser Dean Heller For Senate		Original Date / Revision 07/10/12 / 09/18/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/19/12	09/21/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	--WTF--				3	\$250.00			
N 2	KVVU	09/24/12	09/25/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$250.00			
N 3	KVVU	09/19/12	09/21/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	--WTF--				3	\$450.00			
N 4	KVVU	09/24/12	09/25/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$450.00			
N 5	KVVU	09/19/12	09/21/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	--WTF--				3	\$425.00			
N 6	KVVU	09/24/12	09/25/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$425.00			
N 7	KVVU	09/19/12	09/21/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	--WTF--				3	\$150.00			
N 8	KVVU	09/24/12	09/25/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$150.00			
N 9	KVVU	09/19/12	09/21/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	--WTF--				3	\$125.00			
N 10	KVVU	09/24/12	09/25/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$125.00			
N 11	KVVU	09/19/12	09/21/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract Dates</u> 09/19/12 - 09/25/12	<u>Product</u> DEAN HELLER 4 SENA	<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 07/10/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$100.00			
N 12	KVVU	09/24/12	09/25/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$100.00			
N 13	KVVU	09/19/12	09/21/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$100.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		3	KVVU	09/17/12-09/23/12	Cops/Dog The Bounty Hunter 1-2pm		---WThF----	:30	\$100.00	NM		
		See MG 13.4										
		4	KVVU	09/19/12-09/19/12	Cops/Dog The Bounty Hunter 1-2pm		---W-----	:30	\$100.00	NM		
		Ⓜ MG for 13.3 09/19										
N 14	KVVU	09/24/12	09/25/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$100.00			
N 15	KVVU	09/19/12	09/21/12	Katie	2-3p		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$150.00			
N 16	KVVU	09/24/12	09/25/12	Katie	2-3p		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$150.00			
N 17	KVVU	09/19/12	09/21/12	Anderson	3-4p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$175.00			
N 18	KVVU	09/24/12	09/25/12	Anderson	3-4p		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$175.00			
N 19	KVVU	09/19/12	09/21/12	The Dr.Oz Show	4-5p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$175.00			
N 20	KVVU	09/24/12	09/25/12	The Dr.Oz Show	4-5p		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$175.00			
N 21	KVVU	09/19/12	09/21/12	Fox 5 News at 5	5-530p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$275.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/17/12-09/23/12	Fox 5 News at 5	5-530p	---WThF----	:30	\$275.00	NM		
		See MG 21.4										
		2	KVVU	09/17/12-09/23/12	Fox 5 News at 5	5-530p	---WThF----	:30	\$275.00	NM		
		See MG 21.5,21.6										
		3	KVVU	09/17/12-09/23/12	Fox 5 News at 5	5-530p	---WThF----	:30	\$275.00	NM		
		See MG 21.5,21.6										
		4	KVVU	09/21/12-09/21/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30	\$275.00	NM		
		Ⓜ MG for 21.1 09/19										
		5	KVVU	09/20/12-09/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	----ThF----	:30	\$275.00	NM		
		Ⓜ MG for 21.2,21.3										
		6	KVVU	09/20/12-09/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	----ThF----	:30	\$275.00	NM		
		Ⓜ MG for 21.2,21.3										
N 22	KVVU	09/24/12	09/25/12	Fox 5 News at 5	5-530p		:30			NM	2	\$550.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$275.00			
N 23	KVVU	09/19/12	09/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$275.00			
N 24	KVVU	09/24/12	09/25/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$275.00			
N 25	KVVU	09/19/12	09/21/12	MORE Access	630-7pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	09/17/12-09/23/12	MORE Access	630-7pm	---WThF----	:30		\$200.00	NM		
	See MG 25.4											
	3	KVVU	09/17/12-09/23/12	MORE Access	630-7pm	---WThF----	:30		\$200.00	NM		
	See MG 27.4											
	4	KVVU	09/20/12-09/20/12	Fox 5 News at 6pm	M-F 6-630pm	----Th-----	:30		\$200.00	NM		
	Ⓜ MG for 25.2 09/20											
N 26	KVVU	09/24/12	09/25/12	MORE Access	630-7pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$200.00			
N 27	KVVU	09/19/12	09/21/12	Extra	M-F 7-730p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	09/17/12-09/23/12	Extra	M-F 7-730p	---WThF----	:30		\$300.00	NM		
	See MG 27.4											
	3	KVVU	09/17/12-09/23/12	Extra	M-F 7-730p	---WThF----	:30		\$300.00	NM		
	See MG 27.4											
	4	KVVU	09/22/12-09/22/12	Star Wars/The Closer	M-Sa 8-10p/Su 7-1	-----Sa--	:30		\$800.00	NM		
	Ⓜ MG for 25.3,27.2,27.3											
N 28	KVVU	09/24/12	09/25/12	Extra	M-F 7-730p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$300.00			
N 29	KVVU	09/19/12	09/21/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$825.00			
N 30	KVVU	09/24/12	09/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$825.00			
N 31	KVVU	09/20/12	09/20/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$475.00			
N 32	KVVU	09/22/12	09/22/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$500.00			
N 33	KVVU	09/23/12	09/23/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$325.00			
N 34	KVVU	09/23/12	09/23/12	NFL Early Game	NFL Early Game		:30			NM	1	\$5,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Week:		09/17/12	09/23/12	-----1				1	\$5,150.00			
N 35	KVVU	09/23/12	09/23/12	NFL Late Game	NFL Late Game		:30			NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----2				2	\$5,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/17/12-09/23/12	NFL Late Game	NFL Late Game	-----Su	:30		\$5,500.00	NM		
	See MG 35.3											
	2	KVVU	09/17/12-09/23/12	NFL Late Game	NFL Late Game	-----Su	:30		\$5,500.00	NM		
	See MG 35.4,35.5,35.6,35.7											
	3	KVVU	09/17/12-09/23/12	NFL Early Game	NFL Early Game	----ThFSaSu	:30		\$5,500.00	NM		
	Ⓜ	MG for 35.1 09/23										
	4	KVVU	09/23/12-09/23/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30		\$1,650.00	NM		
	Ⓜ	MG for 35.2 09/23										
	5	KVVU	09/23/12-09/23/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30		\$1,650.00	NM		
	Ⓜ	MG for 35.2 09/23										
	6	KVVU	09/22/12-09/22/12	Big 12 Football	Big 12 Football	-----Sa--	:30		\$1,100.00	NM		
	Ⓜ	See MG 35.8,35.9										
	7	KVVU	09/22/12-09/22/12	Big 12 Football	Big 12 Football	-----Sa--	:30		\$1,100.00	NM		
	Ⓜ	See MG 35.8,35.9										
	8	KVVU	09/22/12-09/22/12	NCAA Football Late Game	NCAA Football Lat	-----Sa--	:30		\$1,100.00	NM		
	Ⓜ	MG for 35.7,35.6										
	9	KVVU	09/22/12-09/22/12	NCAA Football Late Game	NCAA Football Lat	-----Sa--	:30		\$1,100.00	NM		
	Ⓜ	MG for 35.7,35.6										
D 36	KVVU	09/23/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	0	\$0.00
D 37	KVVU	09/23/12	09/23/12	Sports Plus Su 1045p	1045p-11p		:30			NM	0	\$0.00
Totals											82	\$37,325.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	82	\$37,325.00	\$31,726.25
Totals	82	\$37,325.00	\$31,726.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP
SEP19/12 10.22
CHANGES *** KVVU-TV ***

REP. # _____ OFF. # 762 SALESMAN # _____

3299 K. STREET NW, SUITE 200
WASHINGTON, DC 20007

	CLASS: NATL.	LOCAL	REGIONAL
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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____
DATE SEP19/12 10.22

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS
25		S	600P-700P	30		\$200.00	9/19	9/21	1		W-F	1
PROGRAM : MORE												
CON COM1 : MAX 1X DAY												
47		A	800P-1000P	30		\$800.00	9/22	9/22	1		SAT	1
PROGRAM : STAR WARS/THE CLOSER												
ORD COM1 : SPOTS N/A. MG STAR WARS THE CLONE WARS/THE CLOSER. PRE-BOOKED PLS												
ORD COM2 : APPROVE.												
THIS IS A MAKE-GOOD FOR SEP21 ON LINE-25 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR SEP19 ON LINE-27 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR SEP20 ON LINE-27 FOR 1 SPOT/WK												

REP HEADLINE# 6226588 TRF# 484799
\$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP19/12 10.22
CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

27	S		700P-730P	30		\$300.00	9/19	9/21	1		W-F	1
PROGRAM : EXTRA CON COM1: MAX 1X DAY STATION MAKEGOOD OFFERS: M8 OK'D BUY#25 MISSED:W-F/600P-700P SEP21 30S \$200.00 (SEP18/12) BUY#27 W-F/700P-730P SEP19 30S \$300.00 OFFER:SAT/800P-1000P SEP22 30S \$800.00 PLS ADVISE. CMT:SPOTS N/A. MG STAR WARS THE CLONE WARS/THE CLOSER. PRE-BOOKED PLS CMT:APPROVE.												

SEP/12 37325.00 CONTRACT TOTAL 37325.00
TOTAL SPOTS 82

MARKET TOTALS \$192,500 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE